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THE MARKETING BULLETIN

U. S. DEPARTMENT
OF AGRICULTURE

WASHINGTON, D. C.

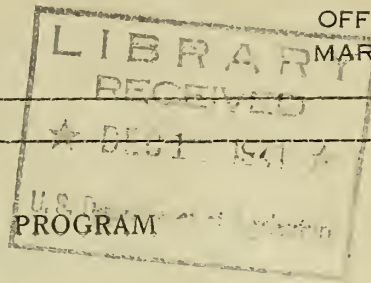
OFFICE OF
MARKETING

Vol. 1

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No. 1

AN INTEGRATED MARKETING PROGRAM



The problems of agriculture, and the governmental programs designed to meet them fall generally into three fields: production, distribution, and use. The development of specialized agencies to handle particular problems and at the same time provision for functional staff services to develop goals and keep agricultural agencies moving toward those goals are the Department's major administrative needs.

In January 1940 the Secretary established the Office of Marketing and asked it to be responsible for the "coordination of marketing, distribution, and regulatory work of the agencies and general programs of the Department, inter-departmentally and in relation to State governments and their agencies." For administrative reasons it was necessary to proceed slowly in this task, and in the meantime progress has been made departmentally in the development of several segments of a general marketing program.

Experience within regulatory fields as well as the development of new distribution devices in the action phases of the Department's program indicate real need for planning, coordination, and, in particular, program development on a Department-wide basis. This is the task of the Office of Marketing. There is urgent need for the development of this Office to work out basic policies underlying all parts of the marketing program. The agencies of the Department having functions affected by Secretary's Memorandum No. 849, establishing the Office of Marketing, are the Surplus Marketing Administration, the Agricultural Marketing Service, Sugar Division of the Agricultural Adjustment Administration, the Commodity Credit Corporation, the Bureau of Home Economics, the Commodity Exchange Administration, the Bureau of Animal Industry, the Bureau of Dairy Industry, the Bureau of Entomology and Plant Quarantine, and the Forest Service. The Bureau of Agricultural Economics will cooperate closely with the Office of Marketing in the development of its functions.

Many students of agricultural problems contend that faults in the distribution system are basic and that until they are solved agriculture will need direct aid. The goal of marketing programs is to see to it that the maximum quantity of agricultural commodities flows from producer to consumer in the most socially efficient way. That need has never been more important to our economy than now. It directly affects the standard of living of those who till the soil, those who participate in the marketing process, and all of us who, as consumers, spend nearly half our incomes for the products of agriculture, and over half of this is absorbed by the marketing system.

The added task of providing food for defense will spot-light imperfections in the machinery of distribution. And beyond that, a nation composed of well-nourished, well-clothed, well-housed citizens can more easily defend its way

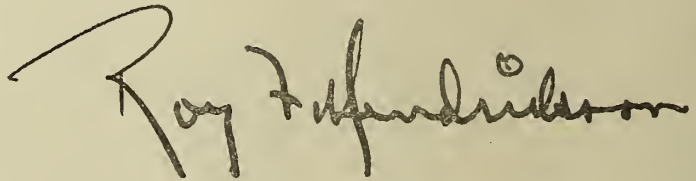
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of life. Finally, when we return to times of peace the distribution of products of the soil will make it a lasting peace or a peace of rearmament. Food and fiber on the farm cannot win a war or write a peace, but the right quantities of the right food and fiber properly distributed can. On the agricultural marketing process and program events have placed these responsibilities.

Effective November 16, I have asked Dr. Frederick V. Waugh to assume the duties of Assistant Director of Marketing. Dr. Waugh has been serving as Chief of the Division of Marketing and Transportation Research of the Bureau of Agricultural Economics. He has made comprehensive studies in the fields of marketing and transportation, particularly marketing by commodities, areas, cost, standards, and supply and demand. He is familiar with the marketing programs of the Department as well as those of State governments and marketing needs of society. His new assignment is the development of long range programs in that field.

Marketing program development on a Department-wide basis needs the active cooperation of all agencies, public and private, which may be in position to contribute ideas. Dr. Waugh expects to consult with you as his work develops and we hope you will accept this invitation to give us the benefit of your thinking.

A handwritten signature in dark ink, reading "Roy F. Hendrickson". The signature is fluid and cursive, with a large initial "R" and a heart-shaped flourish above the "i" in "Hendrickson".

Director of Marketing

Note on THE MARKETING BULLETIN:

This is the first issue of THE MARKETING BULLETIN which will be published from time to time as a personal communication from the Director of Marketing to all persons, in the Department of Agriculture and elsewhere, interested in agricultural marketing in the broadest sense. It will briefly discuss general problems in the marketing field and their implications for overall public policy. Suggestions for topics to be discussed and additions to the mailing list as well as comments on the ideas presented will be welcomed. They should be addressed to Roy F. Hendrickson, Director of Marketing, U. S. Department of Agriculture, Washington, D. C.